CLAIM OR CLAIMS

1. A non-rotating display wheel cover assembly connectable to a rotatable wheel and supporting axle of a vehicle comprising:

an inner member having a support bearing member centrally positioned on said inner member and also having inner member mounting apertures adapted to align with threaded lugs rigidly attached to and extending from the axle in substantially coaxial alignment with a rotational axis of the wheel and axle;

a plurality of elongated wheel attaching first lug nuts each threadably engagable from one end thereof onto one of the wheel lugs which extend through aligned wheel mounting holes of the wheel whereby the wheel is rigidly connected to the axle by said first lug nuts;

another end of each of said first lug nuts having a threaded lug portion for threadably receiving a second lug nut after said inner member is positioned thereover whereby said inner member is secured in coaxial alignment to the wheel and axle;

a circular wheel cover having a support shaft extending concentrically and orthogonally from an inside surface of said wheel cover, said support shaft supported for rotation in coaxial alignment when fully engaged with said support bearing member;

an elongated cylindrical locking member having a distal end and an enlarged proximal end and rotatably positioned within, and

coextensive with, a longitudinal aperture formed through said support shaft;

a cam member connected to a distal end of, and rotatable with, said locking member, said cam member having a non-symmetric periphery with respect to a rotational axis of said locking member and having a first rotational orientation with respect to said support shaft wherein said support shaft and said locking member are fully insertable as a unit into said support bearing member to effect full attachment between said inner member and said wheel cover and a second rotational orientation wherein, after said support shaft and said locking member are fully inserted into said support bearing, said cam member prevents withdrawal of said support shaft from said support bearing member, thus locking said inner member and said wheel cover together for relative rotation only therebetween;

a counterweight attached to said wheel cover to substantially prevent rotation of said wheel cover with respect to the vehicle as the wheel is rotated during vehicle movement whereby an interchangeable display indicia attached to an outer surface of said wheel cover remains substantially upright and readable during vehicle movement.

2. A non-rotating display wheel cover assembly connectable to a rotatable wheel and supporting axle of a vehicle comprising:

an inner member having a support bearing member centrally positioned on said inner member and also having inner member mounting

apertures adapted to align with a portion of threaded lugs rigidly attached to and extending from the axle in substantially coaxial alignment with a rotational axis of the wheel and axle;

a plurality of elongated wheel attaching first lug nuts each adapted for threadable engagement at one end thereof onto the portion of wheel lugs positioned through aligned wheel mounting holes of the wheel whereby the wheel is rigidly connected to the axle by said first lug nuts;

another end of each of said first lug nuts having a threaded lug portion for threadably receiving a second lug nut after said inner member is positioned thereover whereby said inner member is secured in coaxial alignment to the wheel and axle;

a circular wheel cover having a support shaft extending concentrically and orthogonally from an inside surface of said wheel cover, said support shaft supported for rotation in coaxial alignment when fully engaged with said support bearing member;

an elongated cylindrical locking member having a distal end and an enlarged proximal end and rotatably positioned within, and coextensive with, a longitudinal aperture formed through said support shaft;

a cam member connected to a distal end of, and rotatable with, said locking member, said cam member having a non-symmetric periphery with respect to a rotational axis of said locking member and having a first

rotational orientation with respect to said support shaft wherein said support shaft and said locking member are fully insertable as a unit into said support bearing member to effect full attachment between said inner member and said wheel cover and a second rotational orientation wherein, after said support shaft and said locking member are fully inserted into said support bearing, said cam member prevents withdrawal of said support shaft from said support bearing member, thus locking said inner member and said wheel cover together for relative rotation only therebetween;

a counterweight attached to said wheel cover to substantially prevent rotation of said wheel cover with respect to the vehicle as the wheel is rotated during vehicle movement whereby an interchangeable display indicia attached to an outer surface of said wheel cover remains substantially upright and readable during vehicle movement.

3. A non-rotating display wheel cover assembly connectable to a rotatable wheel and supporting axle of a vehicle comprising:

an inner member having a support bearing member centrally positioned on said inner member and also having inner member mounting apertures adapted to align with a portion of threaded lugs rigidly attached to and extending from the axle in substantially coaxial alignment with a rotational axis of the wheel and axle;

a plurality of elongated wheel attaching first lug nuts each threadably engagable from one end thereof onto the portion of wheel lugs

extending through aligned wheel mounting holes of the wheel whereby the wheel is rigidly connected to the axle by said first lug nuts;

another end of each of said first lug nuts having a threaded lug portion for threadably receiving a second lug nut after said inner member is positioned thereover whereby said inner member is secured in coaxial alignment to the wheel and axle;

a circular wheel cover having a support shaft extending concentrically and orthogonally from an inside surface of said wheel cover, said support shaft supported for rotation in coaxial alignment when fully engaged with said support bearing member;

an elongated releasable locking member for releasably locking said inner member and said wheel cover together in spaced apart relation one to another for relative rotation only therebetween;

a counterweight attached to said wheel cover to substantially prevent rotation of said wheel cover with respect to the vehicle as the wheel is rotated during vehicle movement whereby an interchangeable display indicia attached to an outer surface of said wheel cover remains substantially upright and readable during vehicle movement.

4. A non-rotating display wheel cover assembly connectable to an axle hub of a rotatable wheel and supporting axle of a vehicle comprising:

an inner member having a support bearing member centrally positioned on said inner member and also having inner member mounting

apertures adapted to align with a portion of threaded axle hub holes formed into the axle hub and in substantially coaxial alignment with a rotational axis of the wheel and axle;

a plurality of elongated attaching lugs each threadably engagable at one end thereof into the threaded axle hub holes;

another end of each of said attaching lugs having a threaded lug portion for threadably receiving a second lug nut after said inner member is positioned thereover whereby said inner member is secured in coaxial alignment to the axle hub, wheel and axle;

a circular wheel cover having a support shaft extending concentrically and orthogonally from an inside surface of said wheel cover, said support shaft supported for rotation in coaxial alignment when fully engaged with said support bearing member;

an elongated releasable locking member for releasably locking said inner member and said wheel cover together in spaced apart relation one to another for relative rotation only therebetween;

a counterweight attached to said wheel cover to substantially prevent rotation of said wheel cover with respect to the vehicle as the wheel is rotated during vehicle movement whereby an interchangeable display indicia attached to an outer surface of said wheel cover remains substantially upright and readable during vehicle movement.